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EMPIRE STATE ARCHITECT



JULY - AUGUST
1954
VOLUME XIV - NUMBER IV



The Newark Housing Authority Project will provide 630 apartments in nine 8-story and three 3-story buildings. Architects: Kruger and Fava, Newark, N. J. Structural engineer: J. Di Stasio and Co., New York City. Contractor: Terminal Construction Corp., Wood Ridge, N. J.

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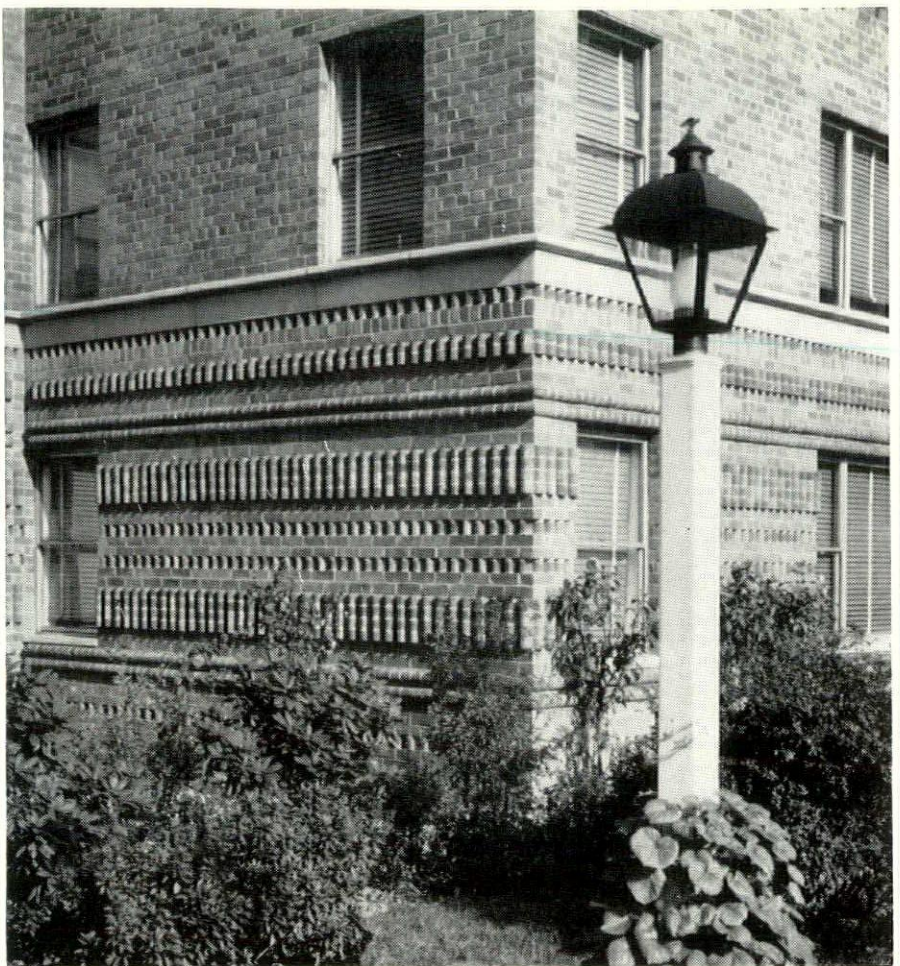
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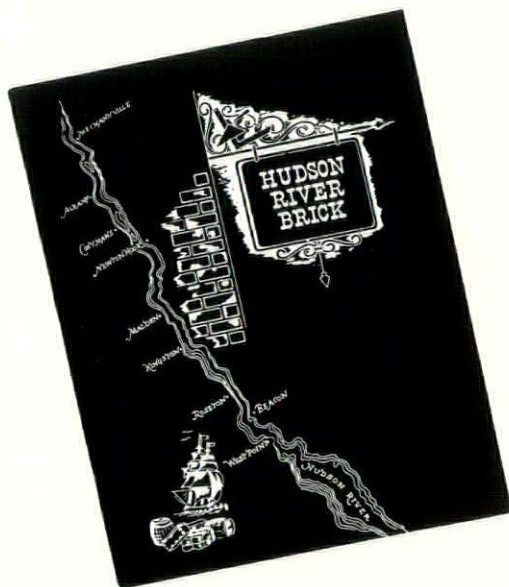
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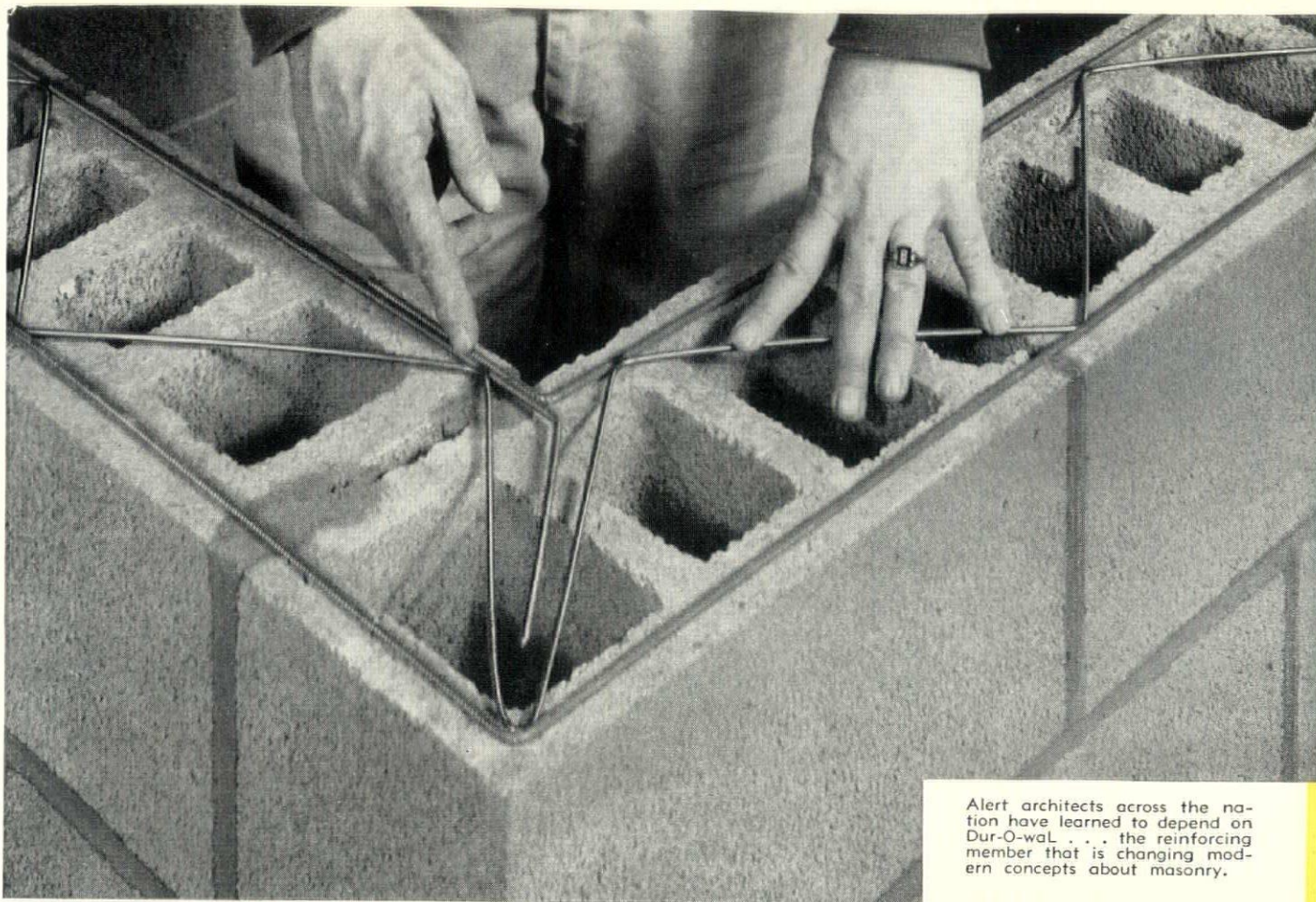
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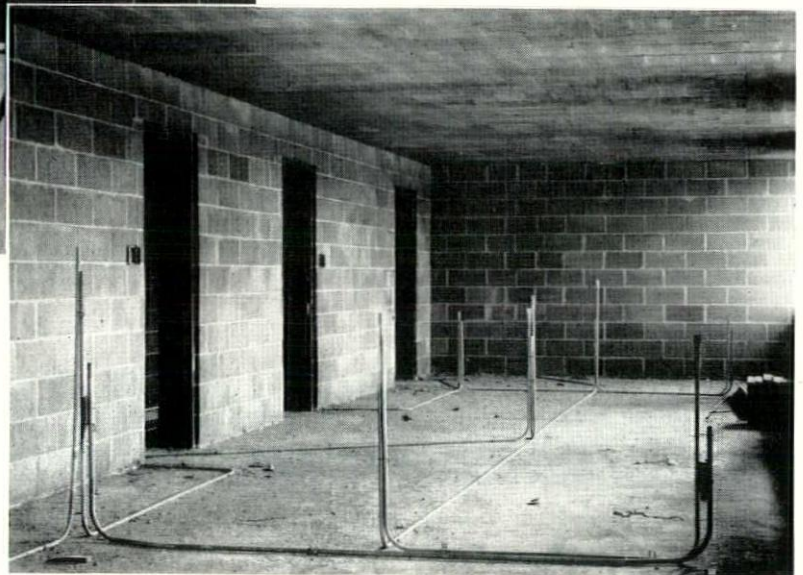
STRESCRETE



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Dormitories, St. Lawrence University, Canton, N. Y. Top photo shows ease with which Strestcrete slabs are lifted into place. Lower photo shows Strestcrete ceiling prior to addition of an acoustical tile finish, placed directly on the Strestcrete, and Strestcrete floor prior to addition of a two-inch concrete topping. Note electrical conduits installed before topping and masonry partitions. Contractor: Rouse Construction Corp., Gouverneur, N. Y. Architect: D. M. Allison, Cleveland. Strestcrete by Anchor Concrete Products, Inc., Buffalo.



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Published 6 Times a Year

ARCHITECTURAL EXHIBITS AT THE 1954 CONVENTION

The New York State Association of Architects will hold its annual Convention in Lake Placid on October 21, 22, and 23, 1954. The Convention will be attended by many architects, draftsmen, public officials, and an educated general public in residence at the Club.

The Convention Committee, with the approval of the Board of Directors, wishes to make the architectural exhibit educational, inspirational, and attractive to those who will view it. To this end, the Committee will accept presentation drawings, sketches, blueprints, specifications, models, and any other exhibit a member wishes to send or bring. It is the aim of the Committee to exhibit materials which will be of interest to the profession and the public, with the thought in mind that our professional group can profit through a review of the work of its members and that the public may be better informed if they can know that the work of an architect's office has to do with many things other than the making of a picture.

Eligibility

All entries must be submitted by Registered Architects, having their principal offices in New York State. Eligibility is limited to members of the New York State Association of Architects.

Entries may be on structures contemplated, in process of construction or completed.

No advertising or mentions of awards shall be attached to entries.

Shipping Instructions

Entries may be shipped "Express Prepaid" to: Carl W. Clark, % Railway Express, Lake Placid Club, Lake Placid, New York, and should be received by the Committee on or before October 20, 1954.

Exhibits may be mailed to Carl W. Clark, % Lake Placid Club, Essex County, New York, or may be transported to the Club by the exhibitor if preferred by him.

Rules for Submission

1. There will be no entry fee.
2. There is no restriction on the size of mounts, nor on the number of mounts or space required or desired by an exhibitor. Wall space, easels, and tables will be available for displays.
3. It is the hope of the Committee that exhibitors will keep in mind the educational nature of the program and submit such materials as will be helpful to practicing architects and draftsmen in producing work of high caliber.

Each entrant must take care of his own insurance and liability.

Entries will be returned at the close of the Convention, Express Collect.

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NOTE:

No entry fee being charged in connection with the architectural exhibit an entry blank is not made a part of the notice. It is necessary that the Committee

(Continued on Next Page)

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know the type of exhibit proposed by an entrant and that some idea of space requirement and type of mounting be given so that proper arrangements can be made as to tables, easels, and wall space requirements. To this end, all exhibitors should notify the Exhibit Committee on or before October 15, 1954 regarding the character and extent of their exhibits.

Registration

Room reservation requests were mailed to the membership June 16, 1954, together with return envelope and pertinent information relative to rates and registration fee.

Register early to facilitate assignment of rooms, necessary paper work, and assembly of kits before your arrival at the Convention.

NEW YORK STATE

BUILDING CODE MANUAL

The State Building Code Commission announces the publication of the second edition of its Code Manual, a 308-page illustrated handbook on construction standards.

The manual is designed to assist architects, engineers, builders, and building officials in the application of the performance requirements of the State Building Construction Code relating to one- and two-family dwellings and multiple dwellings.

The manual describes — through text, tables, and illustrations — methods and materials acceptable as meeting the requirements of the state code, without prescribing their use. All techniques, equipment and products meeting the performance requirements of the code are acceptable under the law, whether or not they are described or illustrated in the manual.

Scope Enlarged

The content and scope of the new manual have been enlarged from the first edition published two years ago. Two subjects given attention in greater detail are fire-resistance ratings for structural elements and assemblies, and detailed tables on maximum allowable spans of rafters, and of floor and ceiling joists.

The manual is divided into five parts corresponding to the major divisions of the code. These are general provisions, space standards, structural standards, fire-safety standards, and equipment standards.

Such subjects as the following are dealt with: building height and fire areas, yards and courts, soil bearing values, protection against ground water and termites, distance separations, construction limitations, fire separations, plumbing, heating, electrical wiring and equipment, and fire alarm systems.

Manual Supplements

The new manual has been improved by the use of a hard cover and ring binder, and the addition of a comprehensive index. It is issued in loose-leaf form to permit insertion of supplemental or superseding pages as issued.

The Commission studies construction materials and methods, and supervises procedures for the issuance of certificates of acceptance of building products, methods of assembly, and construction techniques. Through this research new manual material is developed keeping it current with generally accepted construction standards.

The manual is supplied in limited quantity without charge to enforcement officers where the state code is applicable. Copies are available to the public at a price of \$3 each.



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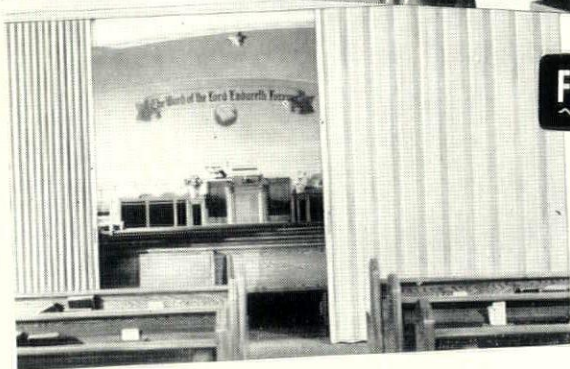
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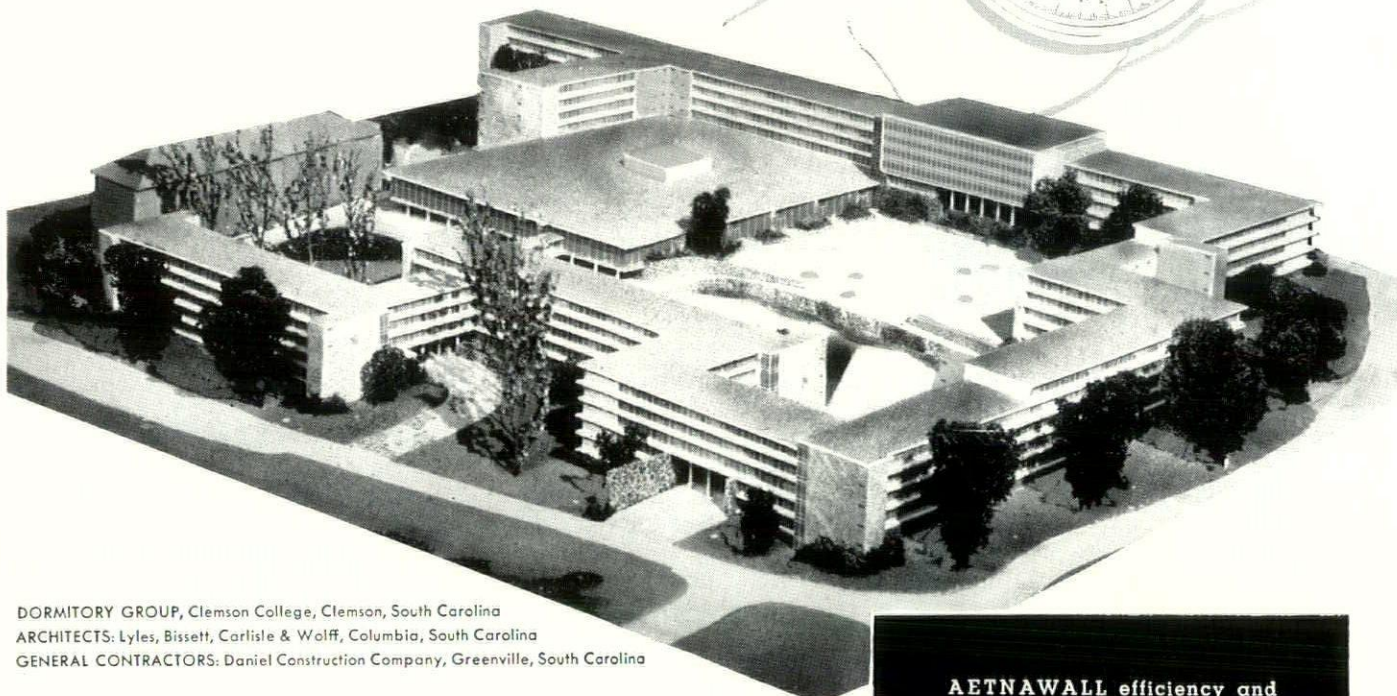
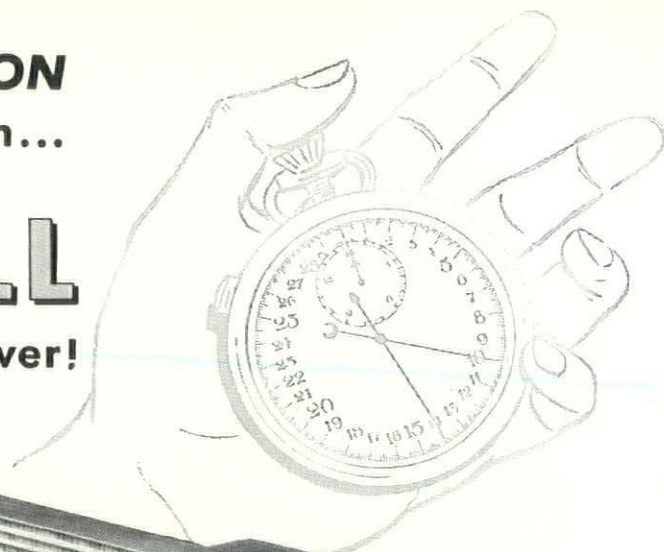
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BARUCH HOUSES

\$30,000,000 Worth of Slum Clearance for New York City

BY RICHARD ROTH

EMERY ROTH & SONS, *Architects*



FIG. 4. Photograph of first section of project from Williamsburgh Bridge.

Baruch Houses was developed generally in accordance with extensive studies made by the City Planning Commission for the use-rezoning of the City of New York. Since the end of World War II, the City had been clearing its marginal neighborhoods of slums and beautifying the surrounding area. In line with that policy, the East River water front, which is the most easterly boundary of the plot on which Baruch Houses is being erected, had been developed with an attractive peripheral highway, playgrounds and parks.

When we received the commission for this project, it was the largest project then contemplated for the Borough of Manhattan by the New York City Housing Authority. The site encompassed 15 square blocks (See Fig. 1). Prior to the clearance of this site, it contained 12,600 dwelling units, of which 7700 units had been completed before 1899; 4100 were built prior to 1919; and the remaining 800 had been completed or remodeled since 1920. In addition to these substandard living quarters, the site also contained numerous antiquated factory buildings, junk yards, littered up structures and garbage strewn vacant lots.

All the buildings on the site were demolished, with the exception of a Church, a Settlement House and a bathhouse. This last remains for its sentimental value, since it was originally donated to the neighborhood by

Dr. Simon Baruch, for whom the project is named. The actual coverage of this densely populated, and for all intents and purposes, 100% slum occupied 1,213,880 square feet (27.886 acres) will be only 13.30%; the balance of the acreage to be used for open areas and service roads.



FIG. 1. Site on which Baruch Houses is being erected.

A break-down of the salient factors that make Baruch Houses is listed below:
 Cube — 17,832,000 cubic feet
 Construction rooms — 9,150
 Building area — 2.3 acres, or 101,000 sq. ft.
 Persons per acre — 299
 Average gross area per room — 205.42 sq. ft. per construction room

Eventually, there will be 17 buildings on the site (See Fig. 2). Of these, 16 buildings are 13 stories high and the remaining one is six stories in height. In addition, in extensions to some of these buildings there will be a Community Center, a Child Health Station and a Children's Center. Six buildings are now completed and occupied; the contract has just been awarded for another six buildings, and it is expected that the remaining five buildings will be contracted for early next year.

The project presented no particular problems that in any material way differed from problems presented by sites for other New York City Housing project locations. However, our office was not completely satisfied with the solutions for light and air requirements as worked out in other projects. Also, we felt that a project of such magnitude should take advantage of the open area and the water front vista. We had heard criticism of two groups of water front housing projects — limited profit housing — that they were laid out as if to "defy you to enjoy the vista of the East River."



FIG. 5. Typical completed building.

We did not want the same criticism to apply to Baruch Houses.

In developing the site plan, a concerted and special effort was made to allow the maximum number of tenants in the project a clear view of the heretofore unappreciated charm of the river, so obvious to visitors to New York City.

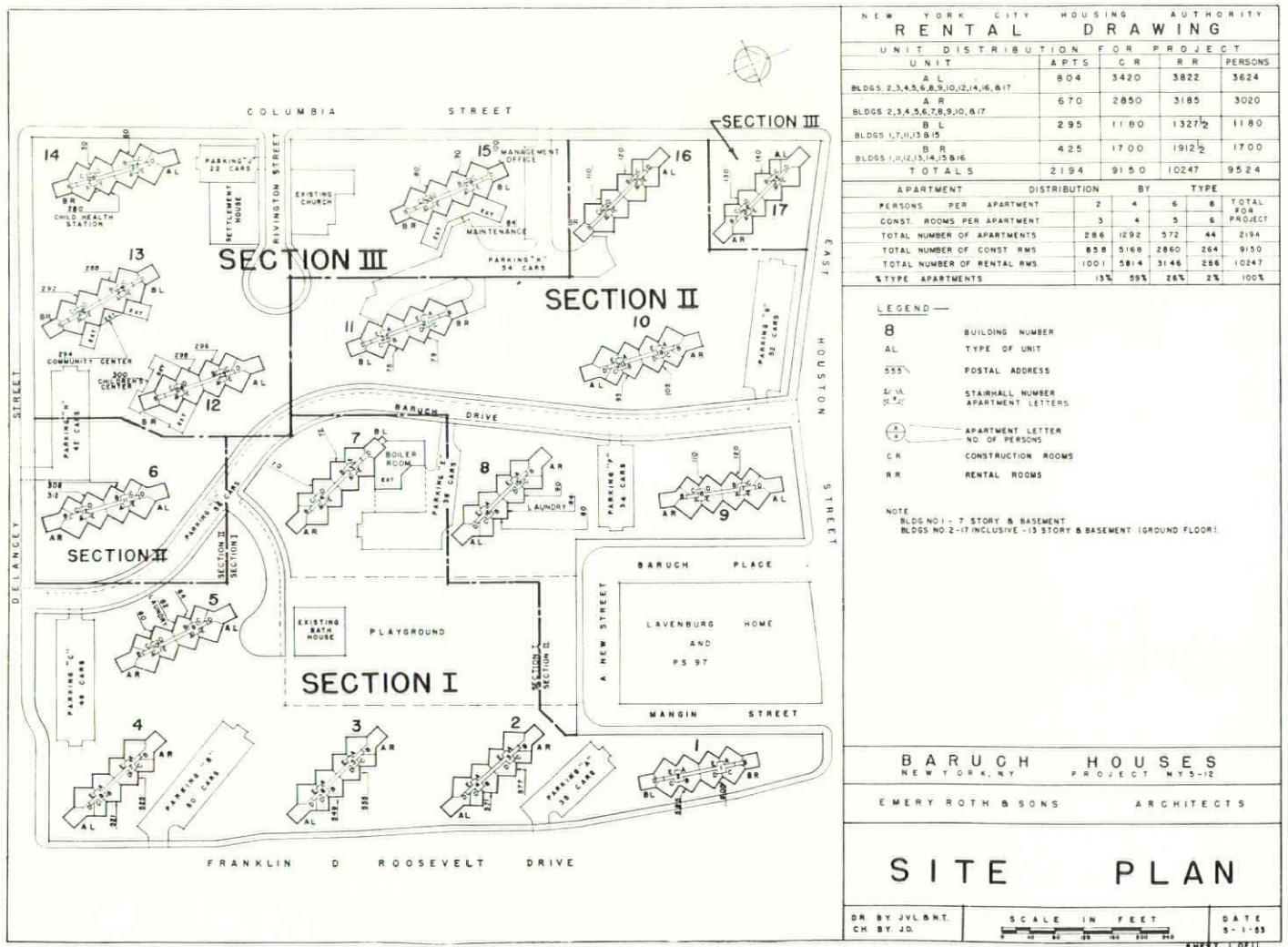


FIG. 2. Site plan indicating building orientation with construction section.

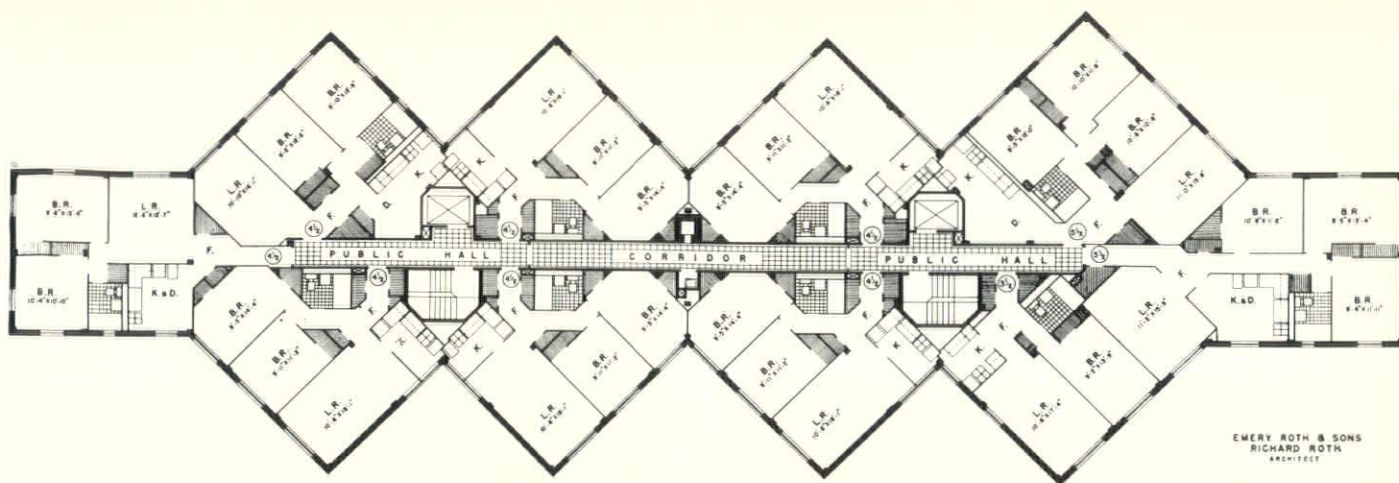


FIG. 3. Composite typical floor plan indicating types of apartments in project.

This project being at a turn in the river, allows about 70% of the tenants an unobstructed vista—in spite of the domination of the Williamsburgh Bridge (See cover) over the site. Site lines from apartments as far as three city blocks from the river front give a clear view to at least a portion of the newly developed water front.

Under the expert guidance of Philip J. Cruise, Chairman of the New York City Housing Authority, and with the advice and help of Samuel Ratensky, Director of Planning, and Elisabeth Coit, Project Manager, a unique site layout was evolved, based upon a building plan which effortlessly provided not only complete privacy in each apartment, but also insured maximum sunlight for each unit and guaranteed cross ventilation for the living quarters of each family (See Fig. 3).

Baruch Houses was a federally-aided project developed along with others in an area which contained a large number of slum dwellings. Within the confines of the area, the rigid requirements of the Federal Housing Authority and the New York City Housing Authority, we believe a plan was evolved which beyond the remotest stretch of the imagination could not be criticized for not providing the maximum of light and air. By the orientation of the buildings along a north-south direction (see Fig. 4), every apartment for at least half of the daylight hours receives sunlight. It is obvious from a study of the plan that no dark courts were formed (See Fig. 5).

On presenting the sketches to the Housing Authority, the criticism was offered that the buildings would run in cost in excess of the allotted budget. Careful preliminary budget cost analysis convinced us that this would not be factual when final bids were received. The awarding of the contracts has since proven this to be so.

Within the apartments every facility is provided for comfortable housing. The site plan studied in conjunction with the typical floor plan decisively settles the

question of good living conditions within the bounds of government specifications.

An architectural office that for decades has been known for its design of high class luxury apartment houses (No. 2 to No. 880 Fifth Avenue, as so ably reported by Harley J. McKee, at last year's New York State Association of Architects convention), and in recent years for its creation of top rent office buildings, felt the challenge of being able to produce superior housing at the lowest possible cost for a potential tenancy that could ill afford to pay even the \$8.50 per room required by law. Yet, with this reputation for luxury design, a low rent housing project has been developed that, while admittedly without the refinements of elegance, still in essence provides at a smaller scale every facility enjoyed at a greater scale by high rent apartment dwellers.



Typical entrance detail.

ON THE COVER — BARUCH HOUSES
Perspective looking toward East River and Williamsburgh Bridge — Emery Roth & Sons, Architects, New York City.

JAMES GEDDES HOMES

SYRACUSE HOUSING AUTHORITY

PROJECT NY-1-2

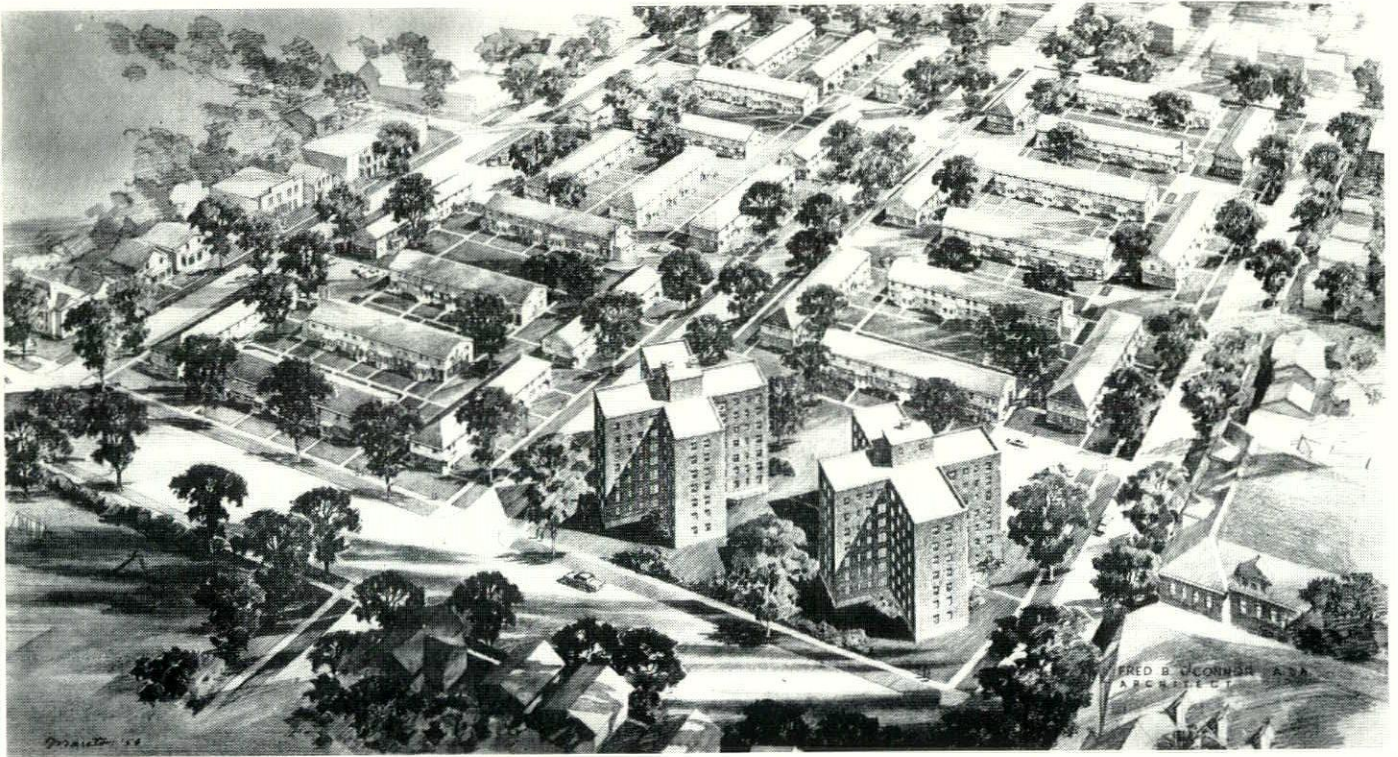
SYRACUSE, N. Y.

FRED B. O'CONNOR — *A.I.A. Architect*

MALCOLM B. MOYER — *Consulting Engineer*

ECKERLIN & KLEPPER — *Structural Engineers*

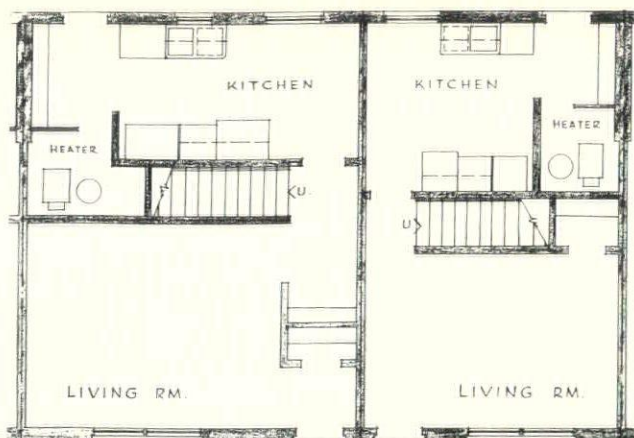
DAVID SUHOLET — *Landscape Architect*



This project is located on the West side in one of the oldest sections of the City. The original houses were modest workingmen's homes, divided between salt workers and canal workers. Prior to 1860, the dwellings were scattered, however, the advent of the horse cars around 1860 fostered the initial industrial development, and the blocks began to fill out. The character of housing continued on a modest scale, due no doubt to the close proximity to the industrialization along Onondaga Creek and the freight yards to the North.

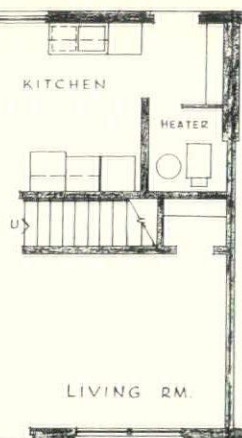
The new Federally-aided project consists of five city blocks — four blocks of which were utilized for housing, combined into two "super" blocks, by the closing of a local street. The fifth block was acquired and the dwellings demolished, and is now being ceded to the City of Syracuse to provide a long-standing obligation for a playground in this area. The playground also serves for the older children in the Housing Project. The housing contains 331 dwelling units, consisting of 33 buildings. Two 7-story structures, concrete frame with brick and masonry backup for exterior walls, 2"

3 BEDROOM



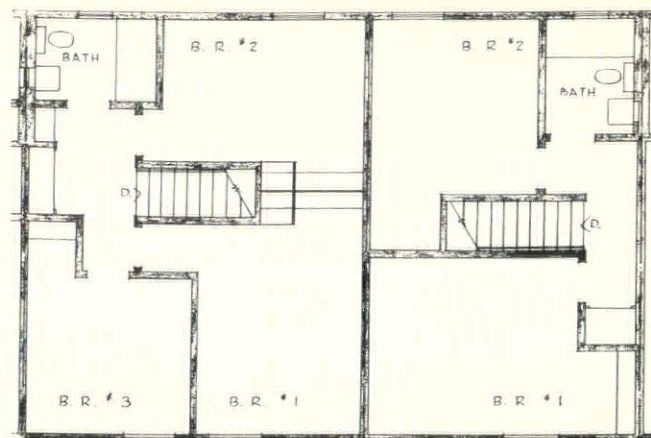
1st FLOOR

2 BEDROOM



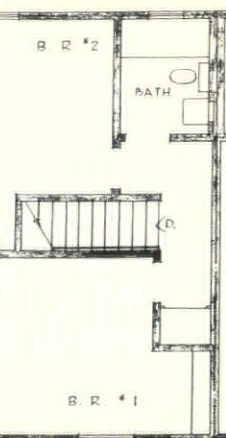
1st FLOOR

3 BEDROOM



2nd FLOOR

2 BEDROOM



2nd FLOOR

ROW HOUSES

solid plaster for in-unit walls and masonry block for all other interior partitions. Each building is served by an elevator and contains 54 one-bedroom apartments, designed especially for occupancy by older people. The remaining 31 buildings are composed of row houses, ranging from 6 to 8 dwelling units each, combining two and three bedroom apartments. These units are conventional living rooms down — bedrooms up — design. The row houses are slab on grade, frame construction with brick veneer, first floor, and asbestos shingle siding on the second floor. All row house buildings have pitched roofs with asphalt strip shingles — alternating hipped and gable ends for variety.

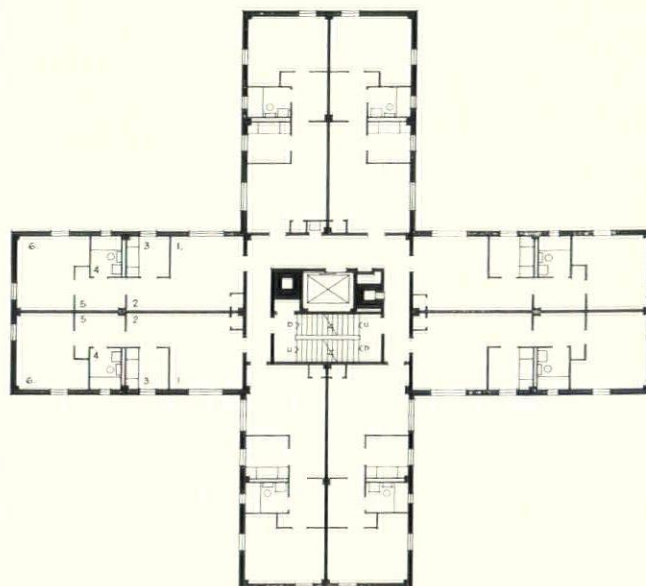
The site plan allows for about 60% parking in areas dispersed throughout the two blocks. Tot play areas are also provided.

The two seven-story buildings are heated by steam from a boiler plant in the basement of one building, the row houses are heated by individual warm air heaters in each unit. Fuel for all heating is gas.

Construction was begun in September 1953 and completion is expected in October 1954.

COST

General Construction	\$2,183,000.
Plumbing	364,000.
Heating	194,535.
Electric	112,660.
	<hr/>
	\$2,854,195.
Construction cost per Dwelling Unit	\$8,623.00



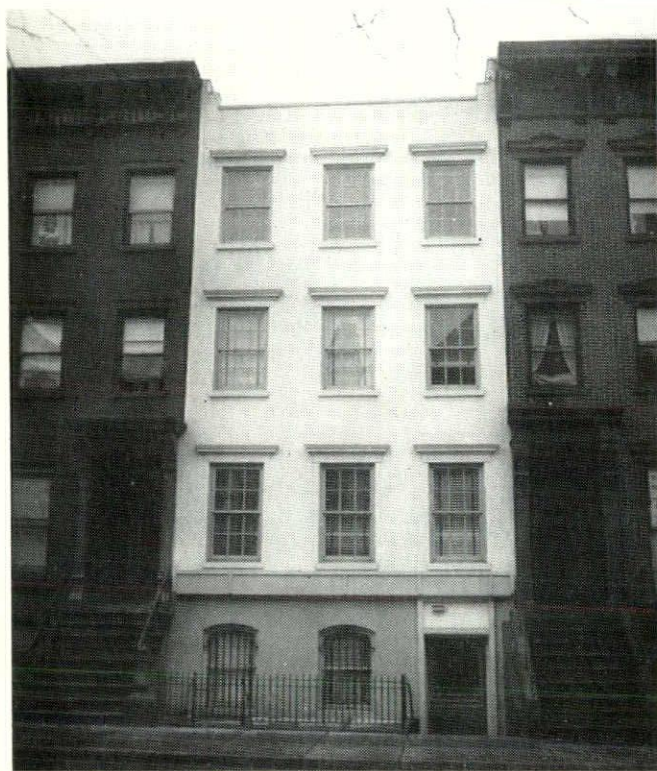
APARTMENT - 1 BEDROOM

LEGEND FOR APARTMENTS

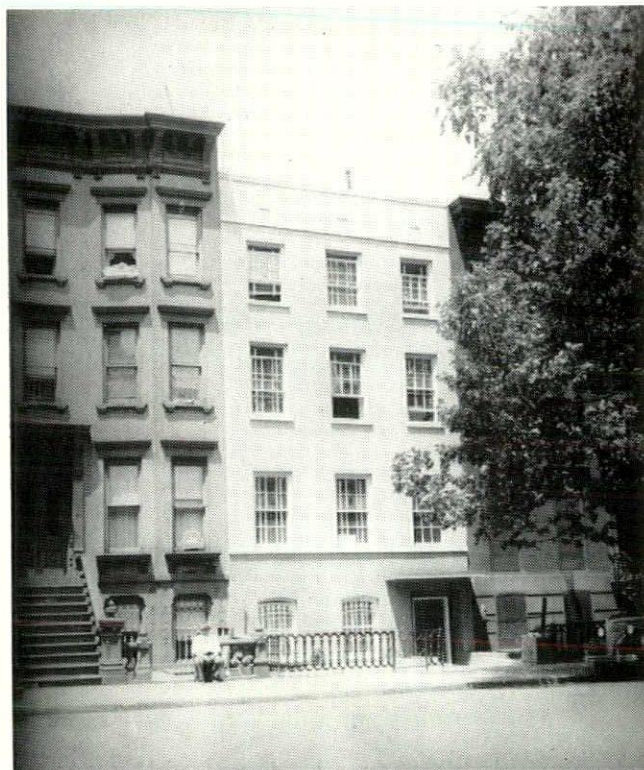
- 1 — LIVING ROOM
- 2 — DINING SPACE
- 3 — KITCHEN
- 4 — BATH
- 5 — STORAGE
- 6 — BEDROOM

APARTMENT HOUSES MADE FROM BROWNSTONE HOMES

PETER COLLINS, *Architect*



508 BEDFORD AVE., BROOKLYN, N. Y.



159 TAYLOR ST., BROOKLYN, N. Y.

Two buildings are shown in the accompanying illustrations. Formerly they were one-family row houses of the "Brownstone" era. Now they are four-family walk-up apartment houses, with one family to each floor. The location is in an old section of Brooklyn, N. Y., near a bridge connecting with Manhattan. The population is in modest circumstances but not really poor, and there are many more fortunate families held there by ties to older relatives. It was felt that there was a market for newly re-built quarters which could be rented for much higher rents than those available, and, in fact, such renovations had been done quite successfully.

Renovation has advantages in salvaging the structure of the old house and in using the services connected with the site, such as transportation, utilities and everything that goes with an established population. Each venture was a small one and easily financed. Much of the work went forward indoors. In one case the existing heating system was kept on during freezing weather using discarded wood as fuel.

The old arrangement of rooms was found deficient and was eliminated to a large extent. The old stair hall was kept, partly because the partition had some bearing value. The stairs themselves were usable except in the lowest story. An attempt was made to salvage certain cross partitions, but the result was to distort the final plan without gaining much in savings. The debris of plaster was a real nuisance to the builders and the neighborhood. It was found best to wreck partitions before other work began, keeping the building closed to confine dust, moving the crew around to avoid the worst dust, wetting down the debris, and using temporary chutes to transfer the rubbish to street level for removal.

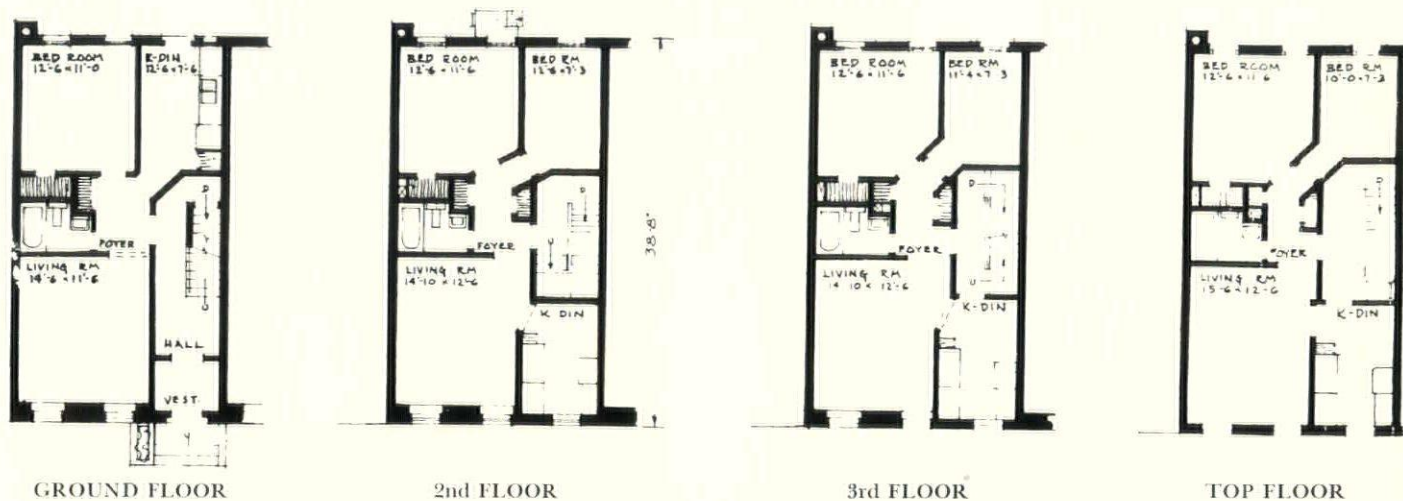
In some cases the heavy parlor ceilings were left in place and concealed with new hung ceilings. This corrected the excessive height of ceiling and avoided the cost of removal. The result was a net gain.

There was little money gain in salvage. However, junk men were interested in lead piping, and an antique dealer bought some marble fireplaces.

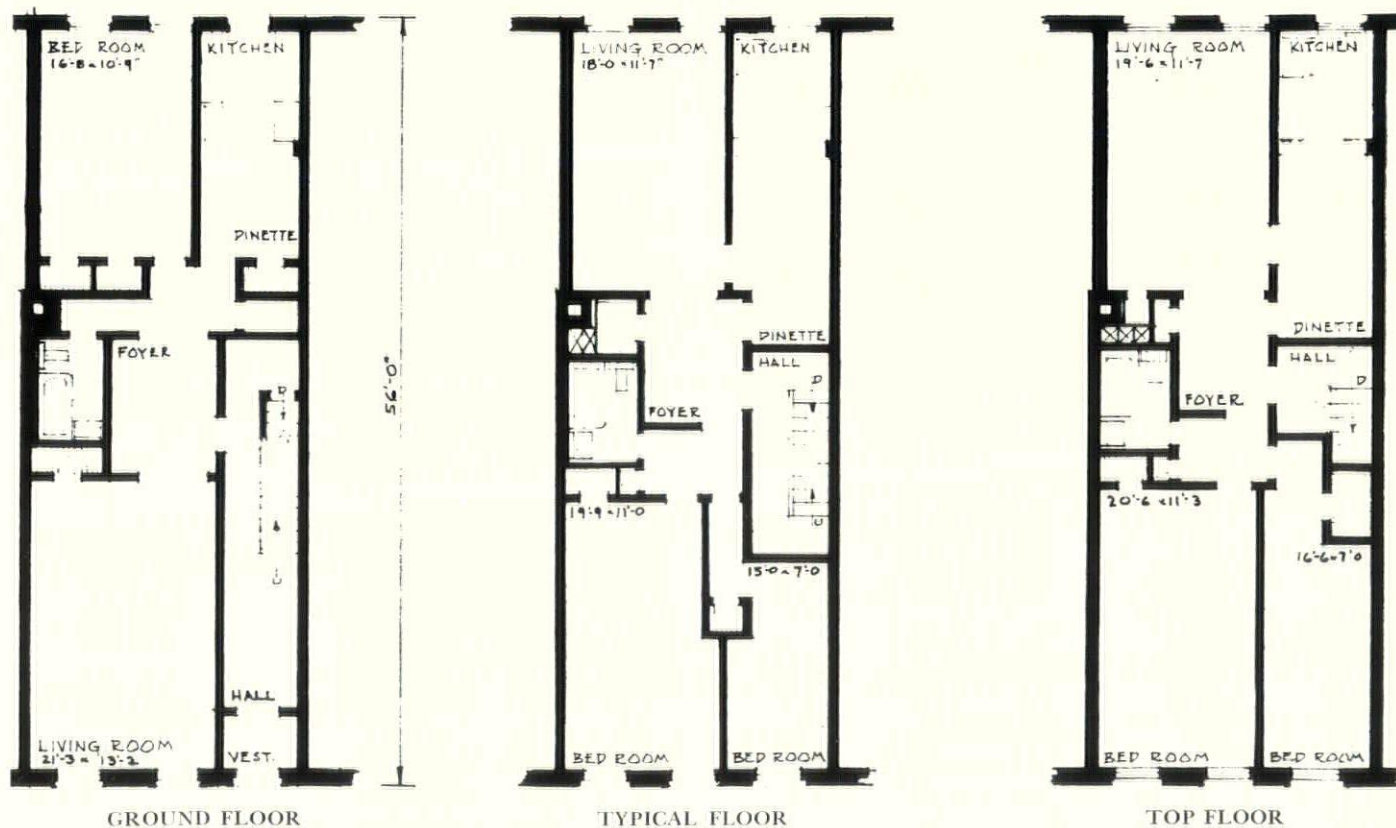
As to the fronts, two or three courses were open. Some builders leave them alone, aside from repainting. But this is a signal to tenants that the renovation was far from complete and that rents need not be high. Some remove the high brownstone stoops and the cornices, along with other period ornament, then make a new entrance through the basement. This was the course selected here. This advertises the alteration quite clearly and gives the house a newness which the interior changes deserve. Some go farther, and de-

molish the old front and build a new one. Of course, where this is well done it can give the house a new life entirely, and this is done in fact in the best class of mid-town renovation.

As architectural work, this is not a demanding field. Knowledge of the housing and building laws is essential. For the success of the project the relations with tenants must be right, particularly in setting of rents. All the rest is secondary.



PLANS OF CONVERTED APARTMENTS
159 TAYLOR ST., BROOKLYN, N. Y.



PLANS OF CONVERTED APARTMENTS
508 BEDFORD AVE., BROOKLYN, N. Y.

AMONG THE CONSTITUENTS

WARREN HENDERSON

BUFFALO - WESTERN NEW YORK CHAPTER

Herbert Smith, Editor of Buffalo-Western New York's excellent, informative Bulletin, relays us the following dispatches. April's meeting, held the 20th at the Park Lane Hotel, featured a talk by Mr. Hough, consulting soil and foundation engineer, and was honored by the presence of Clair W. Ditchey, President of the American Institute of Architects.

In the outreach department, we note that Trevor Rogers, our President, and John Highland have been giving talks to various organizations, their subject being "Architecture—Contemporary vs. Conventional." (Other chapters might well "put the finger on" a few of their number who loquace with silver tongue at shop-talk lunches with other architects; there's an inexhaustible potential audience in their own communities.—Ed.)

At the twentieth annual Western New York Art Exhibition, the Chapter prize was awarded to Dorothy E. Shea for her wire sculpture titled, "Solar Ovoid." The art work was a wire construction about 20 inches high. Its shape could be compared to a football standing on end. The piece was given mass and volume by the use of wire meridians with short horizontals and arcs.

Mr. Smith, as Editor of the Buffalo-Western New York Bulletin and in behalf of the Chapter's members, wishes to express deepest sympathy to the family and friends of the late David B. Crane, who passed away early this year. Members of the Association throughout the state were shocked to hear of his untimely death which cut short a distinguished career, and convey their sympathy.



NEWLY ELECTED OFFICERS: Left to right Standing: Gordon Hayes, Director; Milton Milstein, Director; Anthony Carlino, Director; John Edgar, Director. Seated: Robert Stoll, Vice President; Franklin Foit, President; Edwin Hauck, Director. Not in picture: Philip Swain, Secretary-Treasurer.

BRONX CHAPTER

Installation of New Officers

The architects of the Bronx Chapter elected their officers for the Year 1954-55 at their regular meeting, May 24, 1954. Elected were: President, Anthony M. De Rose; Vice-President, Max M. Simon; Secretary, George W. Swiller; Treasurer, Julius Bleich; Directors, Irving Kudroff, George J. Rusciano with Samuel A. Hertz to serve as Delegate to the State Association.

The newly elected officers were installed by Mr. Matthew W. Del Gaudio on June 7 at Mayer's Parkway Restaurant, 233rd Street and Bronx River Parkway.

On April 28, a great crowd of dignitaries in the profession and individuals high in the building industry, gathered at the Tavern-on-the-Green in Manhattan to greet, honor, and acknowledge the excellent services of Mr. Matthew W. Del Gaudio rendered to the architectural profession.

The praise given to one man that night surpassed anything most of us have ever witnessed. The eyes of all those present were fixed upon a gentleman who did, and does, great deeds and never assumes the full credit, but includes his friends. This was a memorable evening which will live in the hearts of all for many years.

The most applause which shook the rafters of the "Tavern" was for Mrs. Alma Del Gaudio, Mr. Del Gaudio's charming and patient wife.

Thousands of his colleagues extend their sincere wishes to Mr. and Mrs. Del Gaudio for the best in everything for many, many years to come.

CENTRAL NEW YORK CHAPTER

The Chapter at its annual meeting held at "The Beeches," renowned restaurant at Rome, elected officers for 1954-55. The electorate desired the continuance of Thomas Mackesey's leadership, but the latter demurred due to the pressure of his duties at Cornell as well as his activities as Town Planning Consultant on a world-wide basis.

Those elected:

President, Cyril Tucker (from Vice-President); Vice-President, J. Murray Hueber (from Secretary); Secretary, James D. Curtin; Treasurer, James Beardsley; Directors, Frank Delle Cese, Donald Q. Faragher—1954-1957, S. Elmer Chambers—unexpired portion of Mr. Curtin's term.

It was decided that the Central New York Chapter incorporate at this time. George Bain Cummings installed Tom Mackesey in the Ancient and Honorable Order of Past Presidents. Herbert Boerner was chosen by lot to be sent as Chapter representative to the National Convention of the Institute, with full expenses paid. This action, it is hoped, will be a stimulus to more general attendance at National A.I.A. Conventions by our Chapter members, now totaling 182.

At dinner the main address was delivered by Mr. John B. Johnson, Publisher of the "Watertown Times," on the theme "The Architect Meets the Press." In an incisive, provocative, but friendly appeal to architects, Mr. Johnson asked for the application of *neighborliness* in architects' dealings with newspapers: "Architects and newspapers should never be too busy to help one another. Many is the time that I have been confronted with a need to secure general building information. I instinctively call the architect and ask him for an explanation. I find that I always get very satisfying answers very quickly, and, generally speaking, I can strip out the technical language and reproduce it for readership. That is the type of relationship the architect should have with the newspaper . . . There is no place like a newspaper office for picking up information. So the architect ought to be a frequenter of newspaper offices. He should not

feel that the only time he should go there is to ask that some material be printed. He should feel free to come in and ask about what the newspapermen know of the twists and the turns in a political school situation. After all, that is nothing more or less than what good neighbors do."

Mr. Johnson continues: "Never consider yourself so busy that you have not time enough to prepare renderings for the newspapers. And you will find that newspapers are never so busy but that they will have time and space to devote to your story. Be available to be consulted upon other stories. Call up the city editor, visit with him, ask him occasionally for some piece of information . . . The newspaperman who provides assistance to the architect establishes in some way a bond, so then the architect will protect him on a news story."

In concluding this valuable public relations message, Publisher Johnson reminded us, "A friendly relationship with the public is easy to accomplish. Aloofness is not the way to do it. Yet some feel in their insecurity that they must be aloof, that they must close their doors rather than keep them open, that they must shy away from participation in public affairs, participation in the news and the making of it. Building now a neighborliness toward the newspaper will insure a happy relationship with the public in the years to come."

Our new President, at an executive meeting June 21, appointed the committees for the coming year, in order to prevent the normal slowdown of group action during the summer.

Messrs. Donald Q. Faragher and John W. Briggs attended the State Public Relations meeting in New York early in June.

NEW YORK CHAPTER

Two Advanced to Rank of *Fellow*

Congratulations go to Chapter members Harry Royden Dowswell and Percival Goodman who are among 21 members from chapters throughout the country chosen for advancement to the rank of "Fellow" at the 86th Convention in June. Mr. Dowswell is cited for Science of Construction, and Mr. Goodman for Design and Education.



Group Photograph taken at the President's Reception at the Museum of Fine Arts, Boston, Mass. during the recent national convention. Left to right: Mrs. W. Gordon Jamieson, Denver, Colo., granddaughter of Maria Martinez, Maria Martinez, San Ildefonso, New Mexico, recipient of the A.I.A. Craftsmanship Medal Award and Ralph Walker, FAIA, New York City, past president of the A.I.A.

Many of us remember with pleasure an interesting meeting planned and carried out by Mr. Dowswell a season or two ago which consisted of half a dozen simultaneous seminars on technical subjects conducted

IN MEMORIAM

Maxwell A. Cantor, Treasurer Emeritus of the New York State Association of Architects, died recently at his home in Brooklyn after a sustained illness.



Mr. Cantor was a very active member in the state association since its first inception and served for several years as treasurer. He was active in many phases of the practice of architecture, devoting much time to public service. In 1952, Mr. Cantor was honored by the New York State Association of Architects as the recipient of the Sidney L. Strauss Memorial Award for his outstanding service to the association for the benefit of the architectural profession.

by distinguished guests. Mr. Goodman's recent work, particularly in his impressive synagogues, has been characterized by an unusually successful synthesis of architecture and its companion arts, sculpture and painting.

A provocative analysis of the human skeleton in structural terms was presented by Fred Severud, in a talk given at Pratt Institute late in March of this year. This was the last in a series sponsored jointly by the Chapter and the schools of architecture of Columbia University, the Cooper Union and Pratt Institute. Mr. Severud stressed his great respect for the dynamic and completely logical structural qualities of the human skeleton, from which architects and engineers can learn much of practical value simply by observing how their own bodies react to physical tasks. For example, the simple act of lifting an object may involve column action, torque, cantilever action, etc. Mr. Severud's evident regard for the human skeleton as a perfect structure was further underscored by humorously unfavorable references to evolutionary theory. He was very ably assisted by Raniero Corbelli who made deft illustrative sketches of the anatomy as Mr. Severud spoke. Early in April at another of their excellent luncheon meetings, the committee introduced Felix J. Samuely, distinguished British structural engineer, in an illustrated presentation of space frames and stressed skin construction. Mr. Samuely addressed himself to the engineer's perennial problem, spanning large spaces with economy of material. His techniques for achieving this, using members conceived and computed three-dimensionally result in new and interesting forms.

Max Abramovitz has been elected Vice-President of the New York Building Congress, to serve for three years.

Jeffrey Ellis Aroniu has made several television appearances in connection with his book, "Climate and Architecture," most recently on the NBC Home Show.

Ben John Small, always a productive writer in his field, announces the publication by Reinhold of a new volume dealing with specifications, "Architect's and Engineer's Check List." He is also collaborating with Louis Axelbank, M.E. on a book scheduled for Fall publication. Small was chairman of the A.I.A.

(Continued on Page 28.)

NYSAA EXHIBIT OF SCHOOL BUILDINGS
for
ANNUAL NEW YORK STATE SCHOOL BOARDS
ASSOCIATION CONVENTION

SYRACUSE WAR MEMORIAL—Syracuse, New York
October 24, 25, and 26, 1954

GENERAL INFORMATION

The New York State School Boards Association will hold its annual convention in Syracuse on October 24, 25, and 26, 1954. It will be attended by school administrators and other educational leaders who are seeking to gain sound ideas for improving the education programs in their home towns and communities. In cooperation with these aims, the New York State Association of Architects, as the representative organization of registered Architects in New York State, has been invited to present an exhibit of architectural material illustrating School buildings completed or in process of construction.

A central and special feature of the exhibit will be a panel prepared for such purpose by the Public Relations Committee of the NYSAA pointing out the details of professional service performed by the Architect.

ELIGIBILITY

All entries shall be submitted by registered architects having their principal office in New York State. Eligibility is limited to members of the NYSAA. Entries shall depict buildings, for any age group below college level.

ALL entries shall be on structure completed or on which contracts for construction have been awarded.

No advertising or mentions of awards shall be attached to entries.

CLOSING DATE AND SHIPPING INSTRUCTIONS

Entries must be shipped "Express Prepaid" to: Carl W. Clark, c/o Railway Express, Syracuse, New York, and shall be received by the Committee on or before October 21, 1954. If you desire space, fill out the attached form and mail promptly, enclosing your check in the required amount. Applications will be accepted in the order of receipt up to the limit of space. If your application is received after all space has been allotted, you will be notified and your check returned to you promptly.

MANDATORY RULES FOR SUBMISSION

1. Entrance Fee—Each entry shall be accompanied by a fee of \$20.00 per 30"x40" mount, or one meter size mount.
2. Mounts—All entries shall be on rigid single mounts 30"x40" or one meter square. There shall be no models.
3. Plans—Site plan and principal floor plans shall be shown legibly and accurately at scale, with numerical or graphic indication of scale. The composition shall be at the discretion of the entrant.

4. Four (4) mounts permitted an entrant.

DESCRIPTION DATA

Type and location of projects as well as name and address of architect shall identify each exhibit.

PHOTOGRAPHS

- a. Exterior—At least one photograph (preferably two) showing principal elevation and general character of the exterior.
- b. Interior—At least one photograph. Photographs shall be monotone.

PHOTOGRAPHIC COPIES of renderings may be submitted for photographs where eligible projects have not been completed.

INSURANCE

Each entrant must take care of his own insurance and liability, the Committee will not.

ENTRY RETURN

Entries will be returned at the close of the Convention, Express Collect.

THE COMMITTEE

PARKER W. DODGE
FRANKLIN F. FOIT
FRANK C. DELLE CESE
HELEN C. GILLESPIE
CARL W. CLARK, *Chairman*

ENTRY BLANK FOR SCHOOL EXHIBITS

Syracuse War Memorial Auditorium, Syracuse, N. Y.
ANNUAL NYSAA CONVENTION
October 24, 25, 26, 1954

Firm
Address
Space desired:Single mounts @ \$20.00
.....Double Mounts @ \$40.00
Remittance herewith \$.....
Payable to: Martyn Weston, Treasurer, NYSAA
Detach and mail with check to:

Carl W. Clark
P. O. Box 900
Syracuse, N. Y.

PUBLIC RELATIONS WORKSHOP

A presentation called "Public Relations Strategy for the Architect" was given recently at the Architectural League under the sponsorship of the New York Chapter of the A.I.A. and the New York State Association of Architects. The presentation was conducted by Walter M. Megronigle, Manager of the Public Relations Division, Ketchum, Inc. and Anson B. Campbell, Public Relations Account Executive for the A.I.A.



The A.I.A. Public Relations Committee: (left to right) John Root, chairman; Harold R. Sleeper; Edmund R. Purves, A.I.A. executive director; Herbert C. Millkey; Karl F. Kamrath; Francis J. McCarthy; Frank N. McNett; and Maurice J. Sullivan, A.I.A. treasurer.

Mr. Megronigle explained how public relations should be part of A.I.A. activities at all levels and in all phases and that publicity is only a part of the broad problem. He then presented an 8-point program, with numerous specific illustrations of each, as a guide to Chapter activities. These were illustrated by panels showing the good work done by various Chapters and cross sections of the daily and Sunday press.

1. **Scope:**
Establish clearly the area that the chapter covers and be sure that the entire area is covered. It is recommended that a 3-year program be set up and that Public Relations Committees hold office for a 3-year term.
2. **Plans Committee:**
Before establishing a detailed program, a Plans Committee ought to prepare a 1-page outline of what their objectives are. "Selling" rather than "fighting" was recommended.
3. **Point of View:**
The program should be slanted to the public's point of view, rather than to the architects'. The same point can be conveyed much more effectively if it appeals to the personal interest and bias of the men who are being approached.
4. **Contribution:**
One of the most effective means of appealing to the personal interest of the public is for the architects to give them something — making a contribution to the community.
5. **Enlist Aid of Others:**
It is recommended that a "Master Chart of Influence" be prepared. Architects should get other organizations to work for them: Producers Council, Manufacturers' Associations, Chamber of Commerce, Rotary Clubs, newspapers, magazines, etc. Chapter members and their wives ought to list all contacts they can personally reach who can influ-

ence public opinion and public action in the community.

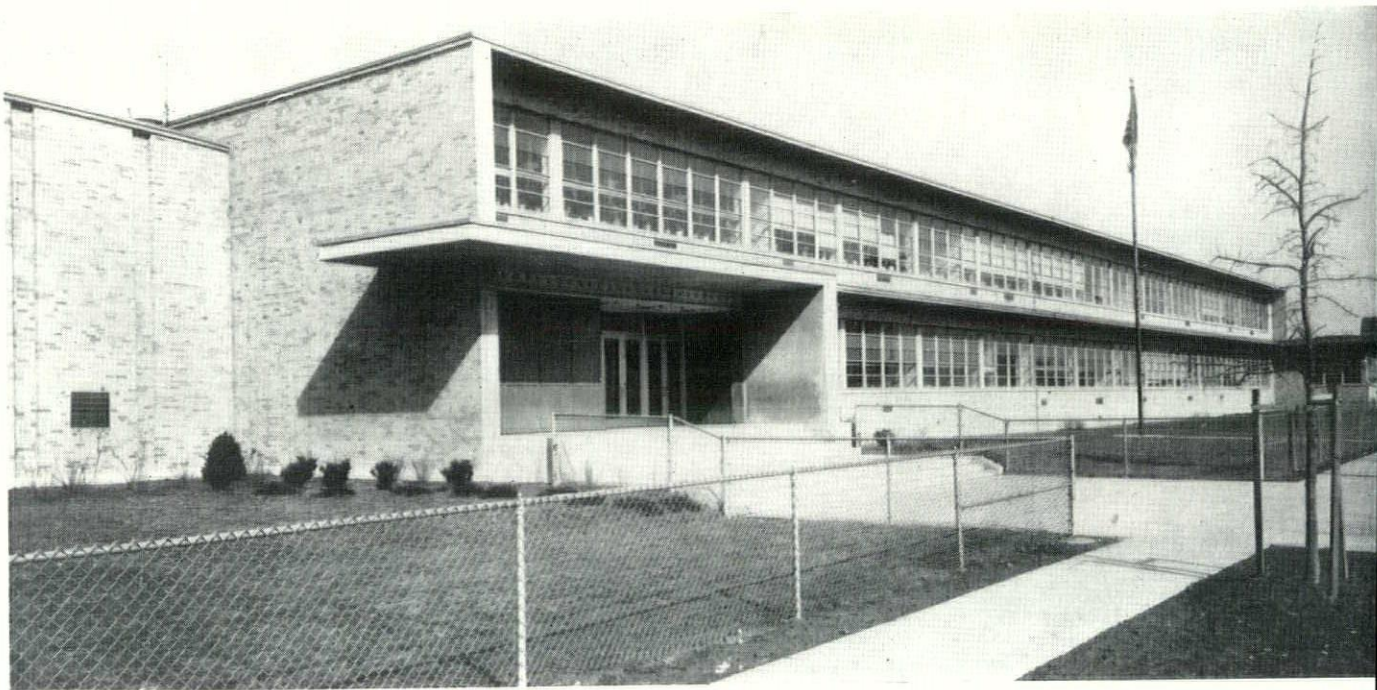
6. **Channels of the Community:**
A similar list ought to be prepared of all standard outlets: newspapers, radio stations, television stations, magazines, etc. with the personal point of contact in each.
7. **Humanize Participants:**
Architects appearing before the public in any capacity should present their story in simple, human terms. Many of them could profit by professional advice and training in public speaking.
8. **Timing:**
Care should be taken in timing events, releases, etc. so that, as far as can be foreseen, they will not be blanketed by overriding stories.
Among those present were:
Bronx Chapter: Leo Stillman, Max M. Simon, George W. Swiller, Anthony M. de Rose, Michael A. Cardo.
Brooklyn Chapter: Vincent Pelegrino.
Brooklyn Society: Joseph Krendel, Frank Randazzo.
Connecticut Chapter: Austin W. Mather, Carl R. Blanchard.
Eastern New York Chapter: Bailey Cadman, Jerry Smith.
Long Island Society: Irving S. Saunders.
Montreal Chapter: Caulfield Smith.
New Jersey Chapter: John Scacchetti.
New York Chapter: George J. Cavalieri, Herbert Epstein.
New York Chapter, A.I.A. Public Relations Committee: Harmon H. Goldstone, Douglas Haskell, James S. Hornbeck, John P. Jansson, Richard B. Snow.
New York State Public Relations Committee: Adolph Goldberg, Ex. Officio; Harold R. Sleeper, Chairman, New York Chapter; John W. Briggs, Vice Chairman, Central New York Chapter; Mortimer Freehof, New York Chapter; Albert S. Hartheimer, Eastern New York Chapter; G. Morton Wolfe, Western New York Chapter; Harry Silverman, Brooklyn Chapter.
New York State Convention Chairman: Matthew Del Gaudio.
Queens Chapter: Guerino Salerni.
Rochester Society: Richard S. Stevens, Donald Q. Faragher.
Staten Island Chapter: Albert Melniker.
Westchester Chapter: Gerson T. Hirsch.
Western New York Chapter: John Highland.

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with the character of the building, its
style of architecture and its surroundings,
is a matter of vital importance. Brick architecture
possesses a charm not surpassed nor
superior to any other building material.

THAT NECESSARY EVIL—THE ARCHITECTURAL ENGINEER

By THOMAS H. MCKAIG

After one's fortieth class reunion has come and gone, one is — in the parlance of the day — sorta sticking out one's neck to go back to college to learn something — even though only to a short seminar. Yet, that is what I have done, and I really enjoyed it. Somebody up at M.I.T. found out that I, along with some others, didn't know as much about thin shells of reinforced concrete as we should know in the light of current architectural trends. To overcome my ignorance, the departments of architecture, civil engineering, and building construction collaborated to put on a three-day session at Cambridge, and I, together with over two hundred other assorted architects, engineers, contractors, and graduate students, spent the time listening, making notes, asking questions, and meeting others from Georgia, or Kansas City — London, England, or New Zealand, who were likewise interested. In view of the fact that my office had already done one rather simple thin shell design, I was not completely unacquainted with the system, but after listening to Felix Candela of Mexico City (see *Progressive Architecture* for June, 1954) I really realized what a piker I was in thin shell design. So far as I can see from the registration list there were only four New York State Architects at the Conference, so I believe I am safe in repeating a few facts I gleaned at the Conference.

Just in case you don't know what I'm talking about, look up your *Architectural Records* from April through October, 1953, in the "Time Saver Standards" section. In its commonest form, it is a barrel vault about 3½ inches thick with stiffening ribs or arches spaced 20 to 40 feet apart. These ribs may be above or

below the slab, or the slab may frame in part way up. The first of the three is most economical of forming — the last most economical of material, I gather. As to cost, it is the most economical system in use of material so far devised to cover broad areas. The system is not usable in multi-story structures, and, as in any other form of concrete construction, the re-use of forms is of fundamental importance. Normally, a minimum of four re-uses is necessary for economy. It would seem to me that proximity to a good structural steel market would have a lot of bearing on the relative economy of steel rigid frame construction for example, as against thin shell reinforced concrete. What is economical in concrete construction in Texas might not be most economical in Pittsburgh.

The reaction of the speakers from the field of architecture was rather varied. In general, it was an attitude of approval — with caution. From the viewpoint of the speakers on acoustics and lighting, thin shells required rather elaborate treatment to make architectural structures satisfactory. These objections of course had no bearing on such structures as hangars or warehouses. However, even the conservatism of the architects evaporated at the free and startling uses of shells demonstrated by Mr. Candela. His contributions were most enthusiastically received by everyone present.

Outside of the 95 degree weather, everybody had a good time — and even the dumbest of us learned something. The speaker of the evening at the usual dinner meeting was a psychiatrist — but whether they made the selection after they looked over the registration list, I do not know. Anyway, you shoulda been there.

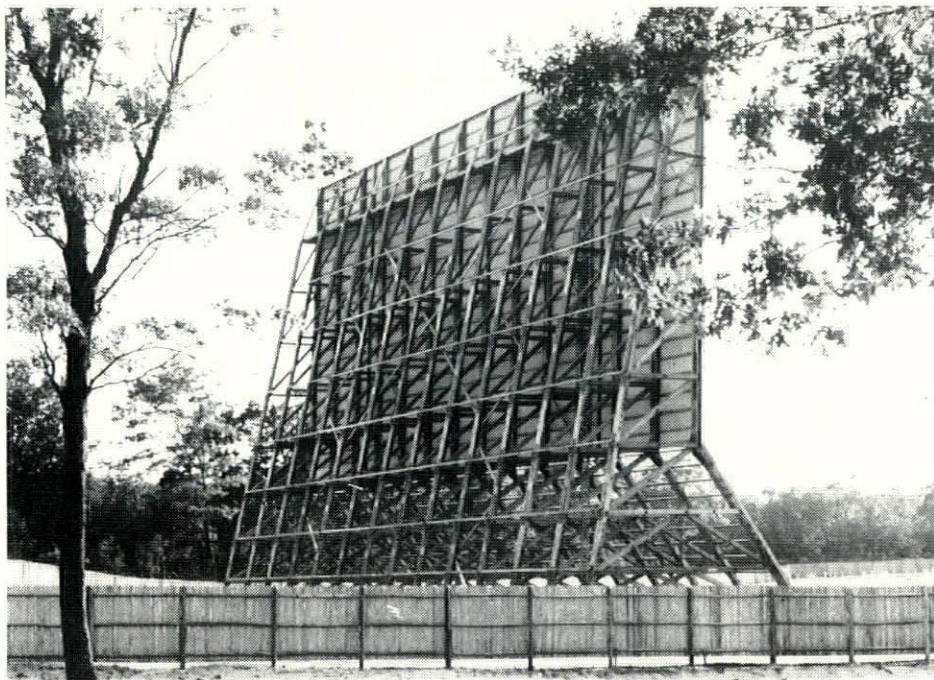
ROOF TRUSSES

By

CARTWRIGHT & MORRISON, INC.

HOLCOMB, NEW YORK

PHONE 48



Rear view of Cinemascope screen for drive-in theater at Coram, Long Island. Screen face is 48 ft. by 104 ft., elevated 18 feet above grade. Entire structure above foundations furnished and erected by Cartwright and Morrison, Inc., Holcomb, N. Y. Leon Einhorn, Architect, Albany, New York. I. & O. A. Slutzky, Hunter, New York, General Contractors.

IRRERA RE-APPOINTED

Raymond Irrera of Astoria, past president of the Queens Chapter of the American Institute of Architects, has been re-appointed chairman of the 1954 Building Awards Committee of the Queens Chamber of Commerce, according to an announcement today (July 16) by Chamber President John T. Clancy of Jackson Heights.

Consulting architect to Queens Borough President James A. Lundy of Douglaston, Mr. Irrera is treasurer of the Architects Council of New York City and a former director of the New York State Association of Architects. He lives at 32-23 43rd St., Astoria.

The Chamber's Building Awards Committee sponsors Annual Building Awards, designed to stimulate and encourage "excellence in design and construction" of new buildings erected in Queens during the past year. Inaugurated by the Queens Chamber in 1926, the contest is open to owners, architects and builders of new structures.

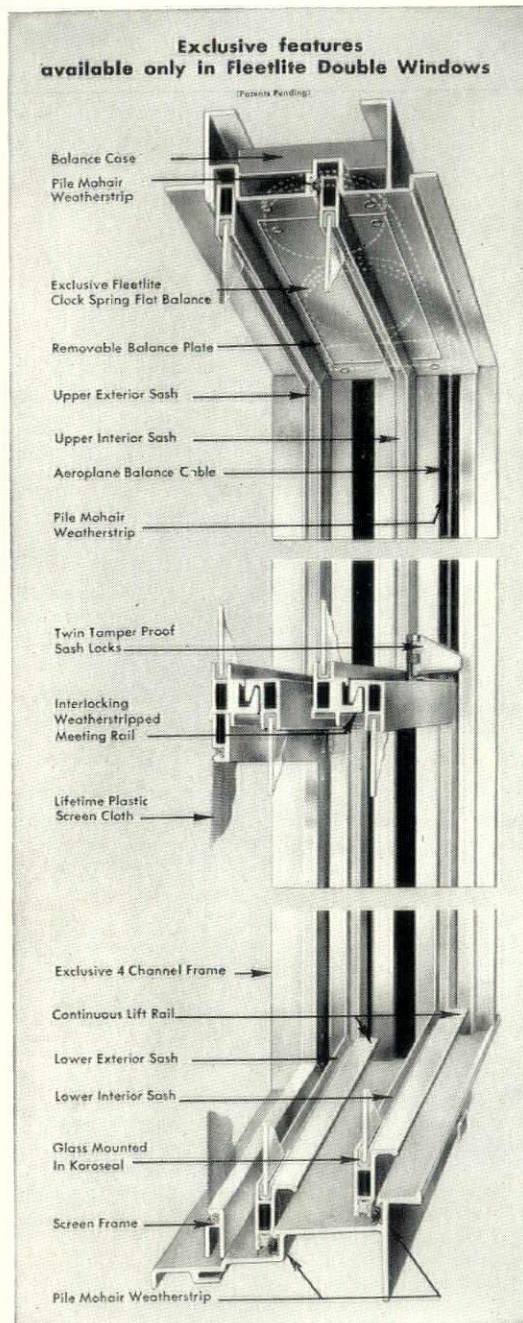
Award entries are not confined to Chamber members. Any building is eligible for consideration by the judging committee. Owners of outstanding buildings will be awarded bronze plaques at the Chamber's 42nd Annual Dinner at the Hotel Commodore in Manhattan on December 7th. Architects and builders will also receive awards.

Eight bronze plaques and one honorable mention scroll were awarded by the Chamber to last year's winners and runner-up. Plaques were won by owners of buildings in industrial, commercial, banks, religious buildings, apartment houses, public buildings and rehabilitations classifications. The honorable mention scroll went to the owner of one building in the commercial category.

For the first time since the inauguration of its Building Awards contest, the Chamber awarded a special bronze plaque to the "most outstanding building" erected in Queens during 1953 in any classification. It went to the Bulova Watch Company building at 77th Street and Astoria Boulevard, Jackson Heights.

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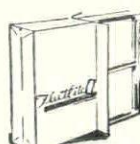
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**NEW HEAD OF THE
ARCHITECTURAL DEPARTMENT
RENSSELAER POLYTECHNIC INSTITUTE**

Harold D. Hauf, presently director of public and professional relations, American Institute of Architects and formerly chairman of the Department of Architecture at Yale University and editor-in-chief of Architectural Record, has been appointed head of the Department of Architecture at Rensselaer Polytechnic Institute.

As head of the Department of Architecture at R.P.I., Professor Hauf will be chairman of the Institute's Architectural Group; and thus a member of the Academic Advisory Council. The membership of this Council, which recommends Institute-wide educational policy, is made up of the operating heads of several Groups, each of which includes a number of departments. In addition to architecture, departments dealing with engineering form one group, those dealing with science another and those with general studies another. Four other group heads operating less dominant parts of the Institute's educational program are also members of the committee.

Professor Hauf will take over his new responsibilities on the Rensselaer campus in Troy, N. Y. next October 1. He will succeed Donald Mochon, associate professor of architecture, who has been acting head of the Department since the resignation a year ago (July, 1953) of Professor Ralph E. Winslow. Professor Winslow resigned because of a desire to extend his work as a consultant.



Raymond Loewy
IN HIS NEW BOOK
says:

"A nuisance that we have to guard against is defacement. One of humanity's strongest urges is the desire to engrave one's name on anything that can be dented, scratched, or embossed. Some go so far as to engrave (or tattoo) their names on their own skins.

In transportation it is a major problem. We have to protect bulk-heads, pier panels, toilet rooms, etc., from the urge of Joe to sketch a little fresco announcing to the world that he loves Julie. Or that the sitting position is favorable to the thinking process; or that So-and-So is a so-and-so, etc., etc. This calls for the use of certain non-defaceable materials."

(From "NEVER LEAVE WELL ENOUGH ALONE")

—Raymond Loewy

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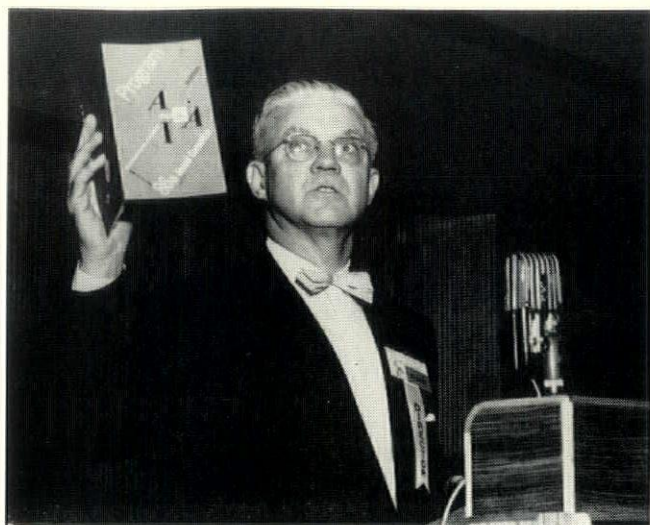
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GEORGE BAIN CUMMINGS RE-ELECTED NATIONAL SECRETARY



A.I.A. Secretary George Bain Cummings, Binghamton, New York, gives report to the Boston Convention.

George Bain Cummings of Binghamton, New York was elected national secretary of The American Institute of Architects, at its 86th annual convention held in Boston, Massachusetts, this month. Cummings is a member of the firm of Conrad and Cummings of Binghamton, New York.

A leader among New York State architects, Cummings is well known for his work in city planning and civic improvement. At present he is Vice Chairman

of the New York State Building Code Commission. He also served for many years as a member of the Panel of Community Consultants for the New York State Department of Housing; on Binghamton's City Planning Commission, and on the Broome County Planning Board. In 1949, the Central New York Chapter of The American Institute of Architects awarded Cummings a citation for "Public Service in Civic Improvement."

Other professional achievements include: member, commission on Schoolhouse Ventilation and Illumination under the New York State Department of Education (1943); Founder and Chairman, Broome County Community Council (1943-49); Inspector, Federal Housing Administration (1935); Mayor's Emergency Housing Commission for Binghamton (1945-46).

Born in New Ipswich, New Hampshire in 1890, Cummings received his architectural training at Cornell University, and for five years after graduation was employed by Carrere and Hastings, famed New York architectural firm. He has worked in Binghamton since 1920 and has been a partner in his present firm since 1926.

Cummings became a member of The American Institute of Architects in 1921 and was elevated to the rank of Fellow in 1948. He held offices in the Central New York Chapter from 1921-25 and served two terms as New York Regional Director of the Institute in the 1940's. In 1950 he was elected 2nd Vice President of the New York State Association of Architects. In addition to his architectural work, Cummings is a frequent contributor to the *Journal of the A.I.A.* and to the *Empire State Architect*.

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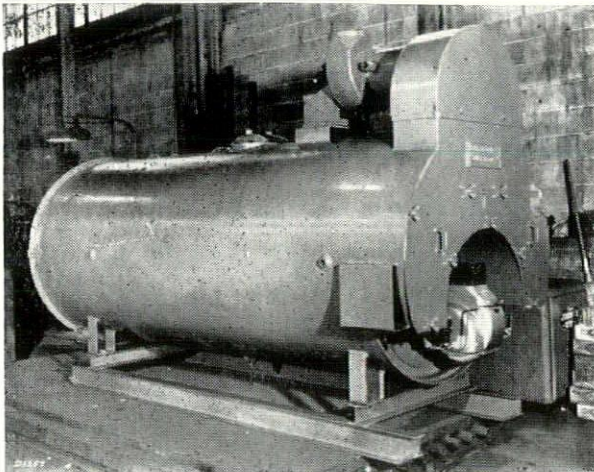
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MOISTURE

BY MALCOLM B. MOYER

The practice of architecture includes frequent combats with moisture. Water in the basement; damp basement, winter ice gathering in the walls, with clapboards bulging and paint sluffing off in the summer; water dripping through ceilings when no holes exist in the roof; all these and more are problems which take the joy out of the life of the Architect.

Moisture is a simple thing — just water.

A leaking roof can be made watertight, or a basement can be absolutely waterproofed, and still have moisture. When this is the case, one conclusion can be drawn — there is an excess of moisture in the air.

The first thing to keep in mind is that moisture occurs in two forms: vapor which resembles an invisible gas, and water which is visible. Moisture can be vapor one instant and water the next, or vice versa.

The second thing to remember is that moisture stays in the air only so long as it is warm enough to remain a vapor. The instant the atmosphere cools to the point where vapor becomes water, out it comes to rest on cooler objects as "sweat," or as fog in the air.

A cubic foot of air at 0 degrees can hold .475 grains of water vapor (7000 grains to a pound); at 80 degrees this same cubic foot can contain 11.04 grains — over 23 times as much.

When the weather report says "75% relative humidity" and the temperature is 80°, there are 8½ grains of water vapor in this cubic foot of air. But when our same cubic foot of air is cooled to 71 degrees, it can hold only 8.3 grains so that any object — be it a "tall drink," a cold water pipe, or Deep Freeze cabinet will begin to collect drops of water when this 80° — 75% humid air is cooled to 71 degrees.

These simple facts prevent us from drying a cold damp basement with a stream of highly humid summer evening air. They also explain why an evening in an air cooled theater whose chilled atmosphere is practically saturated gives you that bottled feeling — your bodily moisture cannot enter a saturated atmosphere. It explains why a vapor stop on a house heated with a humidifying hot air furnace is a "must." It also explains why the portable dehumidifiers which are little refrigerating machines can do such a fine job.

Moisture — we must have it — but let's keep it in its rightful place.

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CORNELL BLEND

SENECA Range—Soft rose and slight sulphur yellow staining
CAYUGA Range—Senecas plus some dark flashed greens, browns and blacks

OWASCO Range—Senecas with about 50% flashed, some moderately distorted

SKANEATELES Range—Mostly flashed, distorted, clinkers—green to black

NATURAL BLEND

NAPLES Range—Dusty rose and pastel pink mingle.

CANANDAIGUA Range—Light buff and gray with pink and rose undertones

CONESUS Range—Canandaigua plus a high percentage of flashed greens

COLLEGE BLEND

CAZENOVIA Range—Medium to dark purple, red with some sulphur yellow tints

ONEIDA Range—Cazenovia plus some blue black flashed brick

ONONDAGA Range—Cazenovia with about 50% distorted clinker blues

EMPIRE BLEND

GENEVA Range—Medium to dark reds with some dark flashed shades

DRESDEN Range—Bright to medium reds with some dark flashed shades

WATKINS Range—Pink to light reds including pastel rose and yellow tints

Because words do not paint a picture, the above description is only a general guide. The name of the range, however, is the key to the plant color control and will appear on all samples and panels, as well as orders and invoices for the sake of duplication when matching is necessary. All ranges can be made in Standard, Jumbo, Roman, Norman or SCRSM sizes but sizes other than Standard are not carried in stock.

AMONG THE CONSTITUENTS

(Continued)

Producers Council Product Literature Competition for 1954, whose winners were announced at the June Convention.

Lewis G. Adams has been elected President of the Architectural League, to succeed Daniel Schwartzman. Congratulations to Mr. Schwartzman on a vigorous and successful administration and to Mr. Adams for his coming year of bright prospects and hard work.

"Living in the City," an exhibit including a series of models, drawings and photographs developed by architecture students at Pratt Institute as a public service in the educational field, was prepared for the Board of Education of the City of New York last spring. It will be exhibited in the city high schools as part of the

High School Museum Program. Members of the New York Chapter of the American Institute of Architects volunteered advice and critical guidance.

The work was done as a group thesis by seniors Patrick Raspante, Warren Bendixen, and Robert Jacaruso. Olindo Grossi, Chairman of the Pratt Department of Architecture, prepared a similar exhibit, "Architecture and Planning," five years ago, as a Brunner Scholarship project. That study has been on exhibit in various high schools continuously since its completion.

SYRACUSE SOCIETY

On June 10, the Society held annual election of officers. The voters felt that the fine work of the 1953-54 executives must be continued, hence re-elected the following unanimously:

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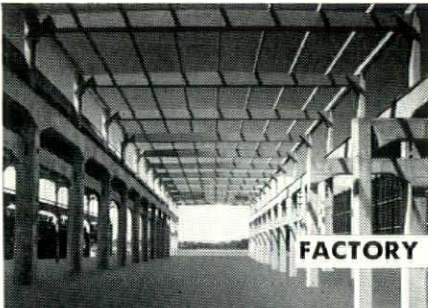
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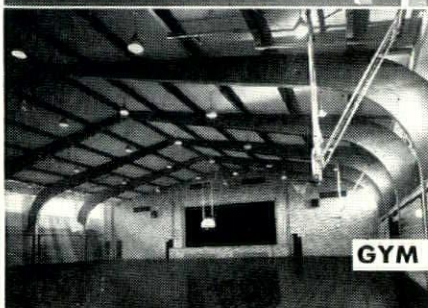
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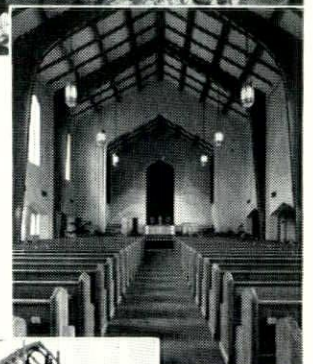
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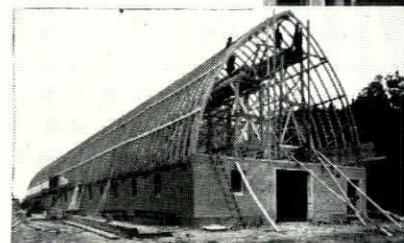
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President, Gordon P. Schopfer; Vice-President, Francis E. Hares; Secretary, Harold R. Millis; Treasurer, Robert M. Miller.

As a result of the Syracuse Museum of Fine Arts recent drive, the Architects exceeded their quota (a minimum goal of architect members) by 30 per cent. Thus, the organization manifested not only their appreciation for the museum's courtesies and benefits bestowed on architects in the past, but its basic interest in the extension of the influence of the Fine Arts in our community.



President Ditchy presenting the Craftmanship Medal to Maria Montoya Martinez. Maria's son on left.

Central New York Chapter members in the Syracuse Society participated in Career Day in Syracuse Schools, explaining the many facets of the profession to assist young students in selecting a vocation. The discussion was built around a graphically illustrated pamphlet originated by the Syracuse Society. Credit for this informative sheet goes to the Syracuse Society members Friedel, McKee, Crane, and Arnold. The original idea was formulated by Robert Miller.

EASTERN NEW YORK CHAPTER

F. A. Evans of Troy was elected President of The Eastern New York Chapter at its June meeting. Other new officers are James Mero of Troy, Vice-President, and Bailey M. Cadman of Albany, Secretary. Paul Benedict of Plattsburg was re-elected Treasurer.

Harry Rodman was elected to fill the unexpired term of Sig Schellkopf who resigned as a Chapter Director, and retiring President Don Stephens was chosen a new Chapter Director filling the seat vacated by Harry Rodman.

The business meeting was followed by a cocktail hour, dinner and the hilarious lecture by Prof. Harley McKee of Syracuse University, on "Architecture of New York State," familiar to many Empire State architects. The meeting, well attended by area architects and their wives, concluded with dancing till 1 a.m.

Convention representatives: Harry Rodman, George Gray and Lou Siglock. State Director for the chapter: Harry Rodman.

BROOKLYN CHAPTER

At their final dinner-meeting, before the summer recess, members of the Brooklyn Chapter of the American Institute of Architects re-elected Harry Silverman; Joseph Levy, Jr.; and Irving P. Marks as President, Vice-President and Secretary, respectively. Anthony J. Amendola was elected Treasurer. Elected to serve as directors for 1955 and 1956 were Gabriel Avallone, Andrew Di Camillo, and Abraham Farber. Vincent Pellegrino was elected to serve as Director for 1955.

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CLAIR W. DITCHY RE-ELECTED



Clair W. Ditchy was re-elected President of The American Institute of Architects yesterday by delegates attending the Institute's 86th annual convention in Boston, Massachusetts. Ditchy was formerly Secretary of the national professional organization. A distinguished member of the architectural profession, he has been in private practice in Detroit since

1921 and has specialized in the design of schools, hospitals, and housing projects. Of particular note are his Alice Crocker Lloyd Dormitory at the University of Michigan, the Grade School and Convent for Shrine of the Little Flower, Climax Molybdenum Laboratory, and the Highland Park General Hospital, all in or near Detroit. Among housing projects on which he collaborated with others are Brewster Homes and Parkside Homes, both located in Detroit.

Since 1924, when he became a member of The American Institute of Architects, he has devoted much of his time to the professional society. He has served as Director, Secretary, Vice-President and President of the Detroit Chapter, A.I.A., and as Director, Vice-President and President of the Michigan Society of Architects. From 1938 to 1941 he was a Regional Director of the A.I.A. and in 1941 acted as President pro tem of the annual convention.

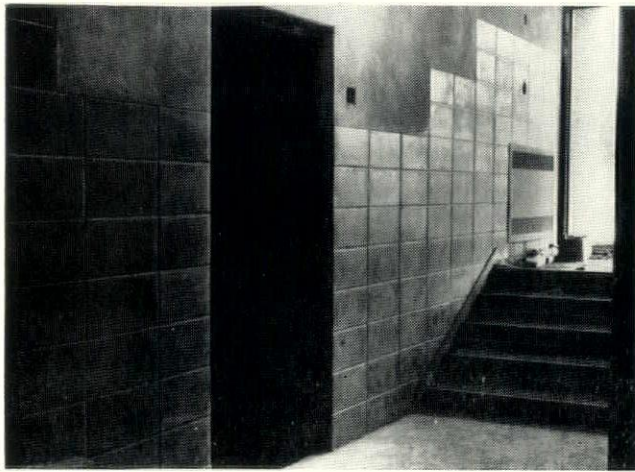
In 1944, Ditchy was elevated to the rank of Fellow of the A.I.A., an honor bestowed for distinguished performance in design, education, literature, public service, or service to the Institute. From 1945 to 1948, he served on the Jury of Fellows which, each year, elects the new A.I.A. Fellows. Other Institute activities include work on the Committees on By-laws, Unification, the National Capital, Housing, and Chapter Affairs. He has represented the Institute in Europe, Mexico, and at many official functions in America.

Ditchy's first architectural experience was gained in the office of Albert Kahn, where he was employed from 1915-17 and from 1919-21, the intervening years being spent as a lieutenant in the American Expeditionary Forces. For one year he was on detached service with the Fourth French Army as Instructor in *Cours des Instructeurs pour l'Armee Americaine*. In 1927 he was appointed Instructor in design at the College of Architecture at the University of Michigan. During 1928 and 1929 he was a special writer on architecture and building for the Detroit Free Press. He has also contributed to American and foreign magazines in the field of architecture.

The President of the Institute is a past Director of the Michigan Engineering Society and was on the Board of Founders of the Engineering Society of Detroit, of which he has been First Secretary, Director and Assistant Treasurer. He has been Chairman of the Associated Technical Societies of Detroit and Secretary and Vice-President of the Detroit Interprofessional Council. He has also been active in the Citizens' Housing and Planning Council as Director and Secretary. He is an Honorary Member of Tau Sigma Delta and Sigma Rho Tau and has been National President of Alpha Rho Chi.

NEW BUILDING PRODUCT

The incorporation of the relatively new product named "Marblox" by Architect Emilio John DiRienzo in the Pleasantville Junior High School Building has enabled the Pleasantville, New York Board of Education to realize substantial savings as a substitution for structural facing tile.



The base bid for the school project was taken for structural glazed facing tile. After bids were received and the job came in over the budget, the Marble Face Blocks, Inc. suggested to the architect to substitute their product Marblox for the glazed tile. This was looked into by a committee from the Board of Education together with the architect, several jobs were visited to inspect the various materials that had been used for wainscot and comparisons were made of their quality and comparative costs. Marblox was selected because of its good appearance and promise of low maintenance cost.

The wainscot of the corridors, gymnasium, toilet rooms and the classroom walls below the chalkboards are of marblox laid in stack bond. The units are 8" x 16" of various depths with bullnose shapes at all external corners. The manufacturers were happy to match a very light green color requested by the architect. Mortar joints were made with a light green colored cement to match the blocks.

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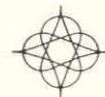
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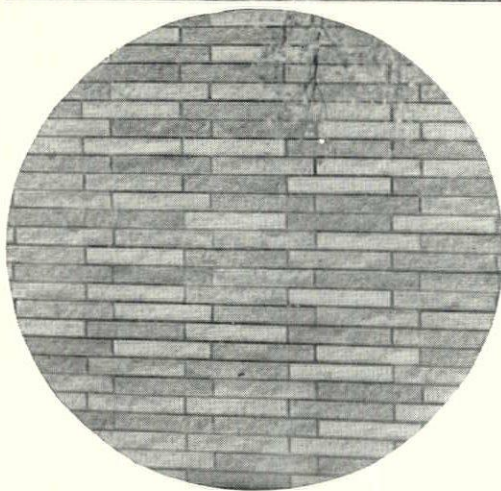
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